

# Fredericksburg<sup>®</sup>

THE TEXAS HILL COUNTRY

*Texas Heart. German Soul.*

Fredericksburg CVB  
Partner Meeting

NOVEMBER 15, 2023

## Welcome

- Overview
- FY23 Q4 Sales Missions
- Tourism Master Plan-update
- Destination Performance
- FY23 Q4 Marketing update
- FY24 Q1 Sales Missions
- April 2024 Eclipse
- Partner updates
- Q&A

**Fredericksburg**<sup>®</sup>  
**THE TEXAS HILL COUNTRY**  
**Convention and Visitor Bureau**

**August**

- Receptive Tour Operator Summit

**September**

- Texas Society of Association Executives New Ideas Conference
- Texas Bridal Wedding Expo
- Small Market Meetings Tradeshow
- Hosted FAM – Visit USA/Australia (2)
- Hosted FAM – EurAM & Air Canada (12)

**October**

- Albuquerque International Balloon Fiesta
- Brand USA Travel Week
- Connect Texas, Marketplace – The Woodlands
- Hosted FAM – HABLO Glasgow, Scotland (2)
- San Antonio Wedding Show

Agency of Record



Tourism Master Plan



**Robyn Domber**  
SR. VICE PRESIDENT, RESEARCH  
| DCI



**Don Anderson**  
EXECUTIVE PARTNER | DCG



**Mitch Nichols**  
PRESIDENT | NTG

Destination Performance

YTD – Sourced Leads / Room Nights vs. STLY		
	YTD Leads	YTD Lead Room Nights
FY23	326	81,662
FY22	326	66,760

Destination Performance

YTD – Definite Bookings / Room Nights vs. STLY		
	YTD Bookings	YTD Room Nights
FY23	112	11,195
FY22	93	8,982

Destination Performance

YTD - Smith Travel Research Metrics					
	Occupancy	ADR	RevPAR	Supply	Demand
FY23	59.5%	\$123.68	\$73.62	450,045	267,869
FY22	58.3%	\$128.06	\$74.70	451,265	263,222



Destination Performance

YTD – Key Data Metrics					
	Occupancy	ADR	RevPAR	Supply	Demand
FY23	53.2%	\$294.63	\$156.73	930,699	495,099
FY22	45.9%	\$318.85	\$146.46	876,565	402,659

Destination Performance

YTD – Blended Metrics					
	Occupancy	ADR	RevPAR	Supply	Demand
FY23	55.3%	\$234.61	\$129.64	1,380,744	762,968
FY22	50.1	\$243.43	\$122.07	1,327,850	665,881

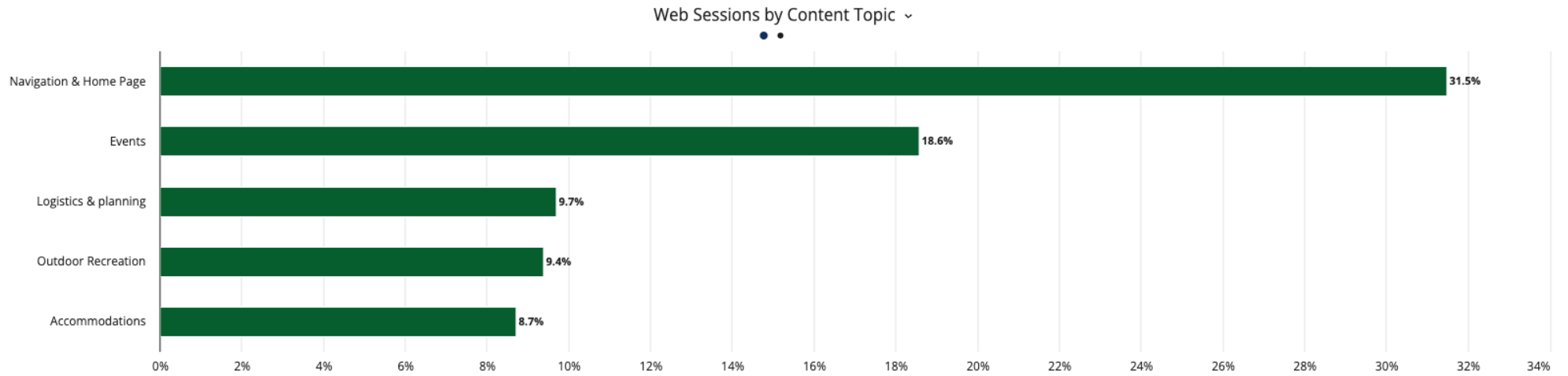
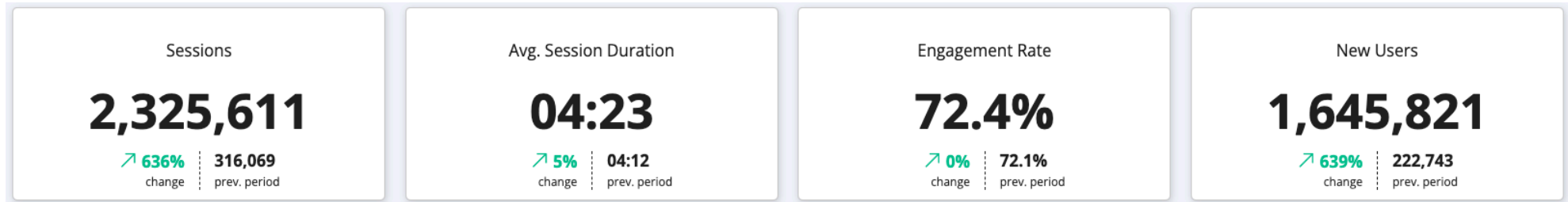
**SALES TAX COMPARISON SUMMARY - NOVEMBER, 2023 (SEPTEMBER SALES)**

CITY	% change month	% change ytd	COUNTY	% change month	% change ytd
Fredericksburg	0.55	3.97	Gillespie	0.76	9.08
Kerrville	(8.64)	2.71	Kerr	(7.63)	3.18
Boerne	7.25	14.41	Kendall	5.46	12.07
Llano	(2.95)	7.38	Llano	(2.61)	7.14
Marble Falls	1.64	3.01	Burnet	1.63	4.59
Bandera	1.79	0.89	Bandera	2.47	2.72
Johnson City	21.71	10.19	Blanco	6.63	9.64
Brenham	8.18	5.59	Washington	4.84	10.51
New Braunfels	2.21	(0.85)	Comal	0.45	5.05
Rockport	(0.67)	0.74	Aransas	(0.05)	0.86
Corpus Christi	3.11	5.15	Nueces	3.43	5.25
Austin	(3.96)	3.84	Travis	(3.89)	3.62
San Antonio	(3.17)	2.74	Bexar	(3.73)	1.64
Houston	3.79	5.78	Harris	3.53	5.90
Dallas	(3.47)	4.07	Dallas	2.95	4.47
State (Cities)	1.71	4.94	State (Counties)	3.71	9.68

# Destination Performance



# Destination Performance



# 2023

Small selection of articles since July 2023 as a result of Fredericksburg CVB and Geiger & Associates media marketing efforts



### The Hill Country

The rolling terrain of the **Hill Country** in Central Texas is home to **Fredericksburg**, with its throwback main street full of indie boutiques and **German restaurants** plus **60-plus wineries** in and around town. You'll also find cowboy culture in **Bandera** and the beer-drinking enclave made famous in **Waylon Jennings'** song "**Luckenbach, Texas.**"

### How to visit Texas sustainably

Help preserve habitat by sticking to designated trails and roads. Support businesses that promote dark night skies. It's legal to drive on public beaches, but watch for wildlife, including nesting sea turtles, and use reef-safe sunscreen. The **Love Fredericksburg** and **Port A Way stewardship** campaigns encourage visitors to keep an eye out for wildlife and pick up litter. Look for LEED-certified hotels and restaurants committed to selling locally grown food.



**USA TODAY TRAVEL**

**TEXAS & SOUTHWEST GO ESCAPE** 2023

ARIZONA • NEVADA • NEW MEXICO • OKLAHOMA • UTAH

*Adventure*

**TEXAS SMOKE**  
On the trail of Lone Star BBQ

**FOODIE JACKPOT**  
New Vegas resort's global cuisine

**STORM STALKERS**  
Weather-based Oklahoma tours

**REST & RECHARGE**  
Southwest getaways soothe the spirit

CHASING THE ULTIMATE INDULGENCE.  
TEXAS-STYLE BARBECUE

**Lone Star Smoke Show**

MEDIA MARKETING REPORT - OCTOBER 2023

**TRIED-AND-TRUE TEXAS 'CUE**  
Because the word "best" is a subjective term ruled by personal preferences, it's wise to dig deeper when locals point you to their favorite barbecue joint: Ask for specifics. You might find hidden gems or stellar food trucks off the beaten path. To start, here's a shortlist of Texas operations that have stood the test of time, won accolades or both:

**✕ TERRY BLACK'S BARBECUE**  
**AUSTIN, DALLAS AND LOCKHART**  
A central Texas mainstay, twin brothers Michael and Mark Black are the third generation of their family working the barbecue pit at the business founded in 2014 and named after their father. The family hails from Lockhart, considered the Barbecue Capital of Texas. If a craving for their fare follows you home, not to worry: Black's also ships its 'cue nationwide.

**✕ FRANKLIN BARBECUE**  
**AUSTIN**  
The Austin-based business, founded in 2009 in a roadside food truck, has celebrity endorsements from late-night TV show host Jimmy Kimmel, President Barack Obama and the late Anthony Bourdain. Owner Aaron Franklin offers a master class in barbecue for the truly obsessed, a huge take-home bonus if you plan your Texas trip around it.

**✕ KREUZ MARKET**  
**LOCKHART**  
Its origins dating to 1875, Kreuz Market claims to be the OG barbecue purveyor in Lockhart. The business changed hands to the Kreuz family in 1900, when it took its current name, and has retained the brand while trading ownership multiple times since. Barbecue aficionados come here for the shoulder clod, a cut of beef unfamiliar to the less-obsessed.

**✕ LULINE CITY MARKET**  
**HOUSTON**  
Founded in 1981, this family-owned operation smokes beef, turkey and pork over Post Oak wood (yes, and touts its beef sausage, a recipe that's been a Cigag family staple since they opened business. They also taunt reverend guests with two homemade desserts: pecan pie and a "Texas-size" brownie.

**✕ BURNS ORIGINAL BBQ**  
**HOUSTON**  
In 1973, Roy Burns Sr. began selling barbecue with his signature rub in Houston's Acres Homes neighborhood. Fifty years later, the Burns brand is among the Texas barbecue institutions with the late Anthony Bourdain's stamp of approval. It has four locations in the Houston area.

**✕ SHOT'S BBQ**  
**LEXINGTON**  
Launched in 2003 by Kerry Baxley and pitmaster Tootsie Tomariza, this small operation emerged from relative obscurity to win the top honor on Texas Monthly's 2008 50 Best BBQ Joints list — remarkable for an operation open only on Saturdays from 8 a.m. to whenever they sell out of meat.

**✕ EAKER BARBECUE**  
**FREDERICKSBURG**  
Equidistant from San Antonio and Austin, this is Texas 'cue with a Korean twist. Named to Texas Monthly's 2021 50 Best BBQ Joints list, it's one not to miss, if only for Eaker's truly original, Korean-influenced gochujang pork ribs.

**✕ PEGAN LODGE**  
**DALLAS**  
A relative newcomer, the over 10-year-old Pegan Lodge in Dallas' Deep Ellum district is there for the barbecue addict, truly. It is open seven days a week until — and this is a good sign — they sell out their smoked cuts.

**"THESE BARBECUE SPOTS ARE POPULAR FOR A REASON. ... SMOKY FLAVOR IS NOT THE SAME THING AS USING A SMOKER."**

— KELA HUNTE,  
Austin-based pastry chef



**F**REDERICKSBURG, a German community in the Texas Hill Country, is northwest of San Antonio. Here you can taste the German spirit in the cuisine and award-winning wine and feel the welcoming soul of the people. Fredericksburg is famous for its small inns, "Sunday houses," and traditional bed & breakfasts, with more than 1500 individual lodges available. I love the great art galleries, museums, and boutiques for shopping along Main Street.

I like to take the scenic country drive down US Hwy 67/281 and TX 16 from Dallas/Fort Worth to Fredericksburg through Hamilton, Goldthwaite, San Saba, and Llano. It may take a little longer because you are going through the little towns, but you avoid the traffic on I-35. It is also a prettier drive.



The Weems Kirche, the first public structure built in Fredericksburg

**History of Fredericksburg**  
John C. Heuserback led German immigrants to settle in the area on May 8, 1846, under the Society for the

TRAVEL & ADVENTURE



TRAVEL & ADVENTURE

Protection of German Immigrants in Texas. He named the settlement Fredericksburg after Prince Frederick of Prussia.

Settlers received a town lot and 10 acres in the country for farming. The farmers came into town on Saturday and stayed in their weekend "Sunday house" for shopping and worship.



Das Schmeißl at Otto's German Bistro

**Where to Grab a Bite**  
Take your choice with Traditional German cuisine at The Auslander Restaurant and Biergarten, contemporary German food at Otto's German Bistro, Southern-style barbecue at Eater Barbecue, and "Old Town" burgers at Alitzel's Brewery. Top it off with a cold local German-style brew. Enjoy migas for breakfast at Hilda's, dinner at the award-winning Cabernet Grill featuring steaks, wild-caught seafood, an extensive list of wine pairings, and Chocoline for decadent chocolate candies.



The Hill Country Herb Garden and Cottages

**Where to Stay in Fredericksburg**  
Wind through the vineyards to The Vine on Middle Creek, 10 minutes from downtown Fredericksburg, to find six cottages and a kitchen and dining area in a private courtyard.

I enjoyed grazing deer in the early mornings and lighting bugs flashing across the lawn at dusk.

Other accommodations include the mid-century modern Heavenly Hosts — Das 406 Gasthaus, a modern farmstead, Outlot 201 Guest Houses, and Behr House Bed and Breakfast, a relaxing country retreat on 4.8 acres near West Main Street.



Downtown shopping in Fredericksburg

**Things to Do in Fredericksburg**  
There is no shortage of activities in Fredericksburg, and my advice is to make the Visitor Center your first stop. See the introductory film about the town and take the Historic Fredericksburg District Tour aboard a red trolley.

Visit the Pioneer Museum Complex, including the Weber Sunday House and several 19th-century structures on 3.5 acres.

See the Verens Kirche, the Society Church, centered in the Marketplatz, or town square, serving as the early church, school, and community center.

Hill Country Herb Garden Restaurant and Spa features 14 individually decorated cottages, a nature spa, The

Restaurant with garden-inspired eats and sips, a botanical garden featuring Texas culinary plants and herbs, and a gift shop.

Wildseed Farms is the nation's largest working wildflower farm, with over a thousand acres of wildflowers and 42 acres of Texas grapes. Explore the gift shop, wildflower walking trail and gardens, Lantana Nursery and Pottery, and the Brewbonnet Biergarten. The farm ventured into wine-making and launched the tasting room in 2021.

Reserve a driver and explore the 290 Wine Road between Johnson City and Fredericksburg with more than 70 wineries to stop, sniff, swirl, and sip. We tasted Becker Vineyards, Lost Draw Cellars, Messina Hof, and Kuhlman Cellars. Some wineries offer places where you can spend the night.

The Lyndon B Johnson National Historical Park shares the schoolhouse where LBJ signed the landmark Elementary and Secondary Education Act of 1965, the family cemetery, the ranch show barn, the airplane hargart, the LBJ Texas Whitehouse, and the visitor's center.

Sauer-Beckman Living History Farm is a working farm that shows Texas pioneer life in the 1800s.

The 700-acre LBJ State Park features the park headquarters, cabins, a bison herd, longhorn cattle, and a nature trail with a botanical exhibit.

The world-class National Museum of the Pacific War offers the most thorough Asian-Pacific account of World War II from the Admiral Nimitz Foundation, the State of Texas, and the Texas Historical Commission.

Enchanted Rock State Natural Area is a massive 425-foot pink granite dome rising above the terrain north of Fredericksburg tied to myths and legends from way back. Join a star party at this International Dark Sky Park, hike the trails, camp, bird, and geocache.

St. Mary's Catholic Church, one of the painted churches of Texas, offers brief tours of the beautiful stained-glass windows, the pulpit, altars, spires, and crosses. You are encouraged to look up to see everything pointing up to heaven.

*Willkommen to Fredericksburg!*

Writer/photographer **JANIE PACE** is a native Texan covering restaurants, wineries, breweries, travel destinations, and cruises. A member of the International Travel Writers and Photographers Alliance, International Food Wine Travel Writing Association, and United States Press Agency. She is also a retired advertising and sales professional. <http://www.janiemypace.com>





AWARDS // TRAVEL



## Explore the 10 must-visit wine regions in the US for a perfect getaway

Sip your way around the country

**Best Wine Region (2023)**

JULY 21, 2023

Nearly every state in the U.S. grows grapes and, of course, with grapes come wine. With hundreds of wine-producing regions throughout the country to consider, we tasked a panel of wine industry experts to select their top nominees. Then, readers voted for their favorites.

Here are the 10 best wine regions across the country.



Photo courtesy of Texas Hill Country Wineries

### No. 10: Texas Hill Country - Texas

The scenic Texas Hill Country surrounding the communities of Austin, Fredericksburg, Stonewall, Lampasas and New Braunfels is home to more than 50 different wineries. This American Viticultural Area is the second largest in the country, growing varieties like tempranillo, viognier and cabernet sauvignon, with an increasing acreage of warm-weather grapes being planted.

MEDIA MARKETING REPORT - OCTOBER 2023

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AWARDS // TRAVEL



## Raise your steins! 10 best Oktoberfest celebrations in the US

Get your lederhosen ready

**Best Oktoberfest (2023)**

SEPTEMBER 15, 2023

### No. 6: Oktoberfest Fredericksburg

Renowned across The Lone Star State for its deep ties to German culture, Fredericksburg highlighting its heritage with its annual Oktoberfest, a three-day event kicking off on October 6. Guests can catch lively musical performances across each of the venue's five stages, while families can take full advantage of the KinderPark, a space loaded with kid-friendly games and activities.

MEDIA MARKETING REPORT - OCTOBER 2023

— Our editors and readers independently select what you see on 10Best. When you buy through a link on our site, we may earn an affiliate commission.

Oktoberfest was born in 1810 when Prince Ludwig of Bavaria married Princess Therese, and they threw quite the beer-infused party to celebrate. Today, this German festival is recreated in cities across the United States each fall.

These 10 Oktoberfest events have been voted as the best in the country by our readers for their appreciation of German culture and heritage, featured events and entertainment, and selection of German beer and food.



photo courtesy of Robbyn Dodd/Oktoberfest

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Mommy Travels + Follow

## 12 Top Wineries in Fredericksburg, Texas

Story by Mommy Travels • 1mo

Fredericksburg is a charming Texas town known for its gorgeous attraction sites, stunning views, antique shops, and world-class wine. The wine scene in Fredericksburg is so great that you will find a winery for everyone: red, white, kid-friendly, sparkling wines, and more.

### 2 Best Wineries in Fredericksburg, Texas

Here are some of the best wineries in Fredericksburg, Texas with fabulous spaces for tastings in no particular order:

#### Grape Creek Vineyards



This Fredericksburg winery is a perfect place to enjoy a great wine-tasting experience paired with food. The winery features a sophisticated Tuscan-inspired tasting room with many tasting options, including Tasting, Tour & Wine Tasting, and Private Wine Tasting. Grape Creek Vineyards has over 5000 acres and can also tour the production facility to learn more about the processes involved in making the wine.

One of the highlights of this winery is its vineyard restaurant, which serves different kinds of dishes including pizzas, chicken, waffles, and shrimp. Grape Creek Vineyards also has wine club membership. For exclusive access to private spaces and delicious wines, consider joining for free. Located at 105 Fredericksburg, TX 78624.

#### Signor Vineyards



Signor Vineyards is the epitome of luxury wine production. With a prime location where the Pedernales River Valley converges with Grape Creek, our vineyards thrive in the perfect environment for growing top-quality fruit. Their commitment to excellence is evident in every bottle of our handcrafted, soulful wines, which truly capture the distinctive character of our terroir. Step into our charming tasting room and indulge in award-winning wines, surrounded by beautiful French country gardens. Complete your experience with a visit to Joanna's Market, where you can find unique treasures to take home. Located at 362 Livesay Lane.

#### Becker Vineyards

Becker is one of the best Vineyards in Fredericksburg, with its big outdoor patio, spacious tasting area, and award-winning wines. This is one of the oldest wineries in the heart of the Texas Hill Country, but they stay committed to enhancing their wine flavors. Crowds are drawn to the quality of the Becker wines, the live music on weekends, and the 56 acres of vineyards and lavender fields set up for a wine tour on weekends. In addition to the vineyards and delicious wines, Beckers also houses a tasting room, an old homestead log cabin, an underground wine cellar, and a reception hall for special occasions. Located at 464 Becker Farms Road, Fredericksburg, TX, United States, 78624.

#### Messina Hof Hill Country Winery



Messina Hof has 3 locations across the state, and it's one of the largest producers of local wine in Texas. This award-winning winery offers about 50 different wines, and with a fee, visitors can enjoy a guided wine tour and a four-wine tasting flight. One of the best ways to enjoy this winery is by visiting all 3 locations because they all offer exclusive wines specific to that tasting room. The winery is perfect for happy hour when you can enjoy wine and cheese on the patio overlooking amazing views. Located at 9996 US-290 E Fredericksburg, TX 78624.

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#### Kalai Cellars



Experience the passion and vision of husband and wife team, Greg and Nikhila Narra Davis, as they create exceptional, estate-grown wines at Kalai Cellars. Their winery is committed to producing world-class quality wines while offering our customers unforgettable tasting experiences.

Using grapes grown on our own 140 acre vineyard in the Texas High Plains, our skilled winemakers carefully craft decadent, Texas wines that showcase the unique terroir of the region. Located at 414 Goehmann Lane.

#### Barons Creek Vineyards



where guests can stop to sip wine, enjoy the scenic atmosphere, and even relax. you will find fountains, an outdoor seating area, and spectacular views. Barons Creek offers wines made from the best grapes in Texas, and a variety of options available. Some of the options include Cabernet Sauvignon, Merlot, and Pinot Noir. Located at 5865 HWY 290 EAST, Fredericksburg, TX, United States.

#### Heath Sparkling Winery



Heath Sparkling Winery offers a unique experience for those who love their bubbles. Their beautiful tasting room introduces you to the steps of making sparkling wine with seasonal bites you can pair with your sparkling wines. There are different grape varieties at Heath Sparkling, including Cabernet Franc, Cabernet Sauvignon, Chenin Blanc, and Tannat. Some Heath Sparkling Wines are only available to people who join the wine club, so you might want to get a membership to taste their delicious Hill Country bubbly. Located at 10591 E US HWY 290, Fredericksburg, TX.

#### Lost Draw Cellars



Lost Draw Cellars is a perfect place for a memorable wine tasting experience. It's one of the best wineries in the area and produces excellent organic wines from 100% Texas grapes. Lost Draw Cellars also offer snacks for guests to munch while immersing themselves in the delicious flavors of local wines. Their tasting room is at the Main Street in Fredericksburg, and you will find over five types of wine, including rose, red, and sparkling. They also offer different tasting options, including Reserve Tastings, Select Tastings, and Food & Wine Tastings.

In addition to enjoying great wine, Lost Draw Cellars is an excellent place for wine lovers who want to learn more about wine and the history of the owners. Located at 113 E Park St, Fredericksburg, TX.



# Quarterly Marketing Metrics

Instagram profile for mysanantonio. The profile features a circular logo with 'MYSA' in green and black. The bio identifies it as a news and media website for San Antonio. Below the bio are icons for various content categories: Food, News, Spurs, Fiesta 2023, Sports, Support Local, and Qué Pasa. A featured post shows a large platter of Texas barbecue with the caption 'The ultimate road trip for Texas barbecue lovers' and 194 likes.

MEDIA MARKETING REPORT - OCTOBER 2023

Facebook post from MySA. The post features a green-tinted cityscape background with the MySA logo. The text of the post reads: 'Texas barbecue that's definitely worth the trip 🍖👍'. Below the text is a photo of a tray of barbecue. The post has 600 likes, 16 comments, and 49 shares.

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# Quarterly Marketing Metrics



**Instagram**

**lifamadventure** Follow Message + ...

1,248 posts 46.3K followers 2,254 following

**Nicky - Active Family Travel with Teens**

lifamadventure

Local & travel website  
 📍 Oklahoma City based  
 📌 Your guide to unique family experiences  
 🏠 Outdoor Adventures  
 👨‍👩‍👧‍👦 Family-Friendly Destinations  
 #nochildleftinside  
 🌐 [linktr.ee/lifamadventure](https://linktr.ee/lifamadventure)



**lifamadventure** · Follow  
Fredericksburg, Texas

**lifamadventure** · 4w  
It doesn't feel much like fall here yet, but as the leaves start to turn and the air gets crisper, there's no better place to explore than Fredericksburg in the Texas Hill Country.


I've spent the past few days here in Fredericksburg (media trip) and am loving all the many things this small town offers. Last time I was here, it was known for its peaches. While there are still orchards, vineyards now fill the landscape aside ranches and tasting rooms. Such a fun town for couples, girlfriends' getaways, and families.

Take a hike up Enchanted Rock or sip on local wine at one of the many vineyards. And don't forget to stop by one of the many local restaurants to enjoy a meal.

3,476 likes  
SEPTEMBER 23

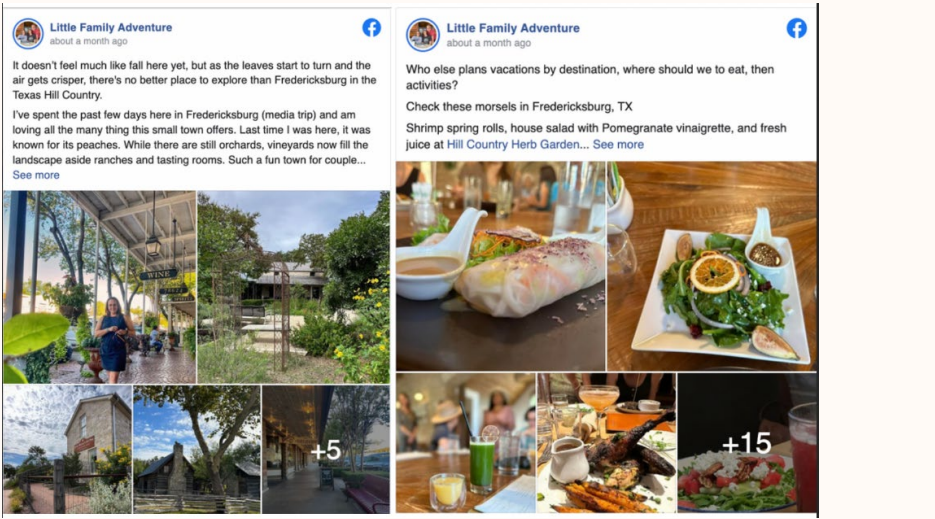
Add a comment...

MEDIA MARKETING REPORT - OCTOBER 2023



**Little Family Adventure**  
14K followers · 268 following

Sign Up Message Follow



**Little Family Adventure**  
Fredericksburg, Texas

It doesn't feel much like fall here yet, but as the leaves start to turn and the air gets crisper, there's no better place to explore than Fredericksburg in the Texas Hill Country.

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Who else plans vacations by destination, where should we to eat, then activities?  
 Check these morsels in Fredericksburg, TX  
 Shrimp spring rolls, house salad with Pomegranate vinaigrette, and fresh juice at Hill Country Herb Garden... See more

+5 +15

GEIGER & ASSOCIATES PUBLIC RELATIONS

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231.3 million

*TOTAL CONSUMERS REACHED*

This cumulative number represents the total number of consumers reached since July 2023 including print circulation and digital visitors per month.

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This cumulative number represents the total advertising equivalency for articles produced since July 2023 including print and digital advertising.

\$ 566,481.00

*TOTAL EARNED MEDIA VALUE*

**November**

- Small Boutique Meetings / Tucson, AZ
- Destination Texas / South Padre Island

**December**

- Geiger Media FAM

**January**

- American Bus Association / Nashville, TN
- Southwest Showcase / Round Rock, TX
- Denver Travel and Adventure Show / Denver, CO
- Independent Planner Education Conference / Greenville, SC
- Brand USA - Mexico Sales Mission





# FCVB Marketing & Communications Efforts

- Fall & Holiday Creative Themes





- If restaurants will be open on Thanksgiving, please let us know asap. 830-997-6523 or [visitorinfo@fbgtx.org](mailto:visitorinfo@fbgtx.org)
- If partners will be open on Christmas Eve, Christmas Day or New Year's Day, please let us know.
- Fredericksburg's Christmas Nights of Lights starts on Tuesday, Nov. 21 and will run through Sunday, Jan. 7. The holiday music starts at 5 p.m. with the lights of Marktplatz turning on after a short-audio program at 6 p.m.
- Please submit any 2024 Events on VisitFredericksburgTX.com as soon as possible.
- As always, if partners need brochures for distribution in their business, please let us know and we can drop some off. If they have a rack card or brochure for their business, we are happy to display it in the Visitor Center.

- Partner Updates
- Q&A

# Fredericksburg<sup>®</sup>

THE TEXAS HILL COUNTRY

*Texas Heart. German Soul.*

Fredericksburg CVB  
Partner Meeting

Thank You

NOVEMBER 15, 2023